The following listing of claims replaces all prior listings of claims in this application.

1. (Currently Amended) A method of generating data sets associated with an entity, comprising:

determining when the entity selects a first service or product;

generating a first data set having a first attribute associated with the first service or product;

wherein the first data set is generated by a digital video recording (DVR) device, the first data set including a unique identifier associated with an entity, a date, a time and a title of a program or movie selected by the entity for recording on the DVR;

determining when the entity selects a second service or product;

generating a second data set having a second attribute associated with the second service or product;

wherein the second data set is generated by a personal computer, the second data set including a unique identifier associated with an entity, a date, a time and a web address accessed by the personal computer;

determining when the entity selects a third service or product;

generating a third data set having a third attribute associated with the third service or product;

wherein the third data set is generated by a store computer, the third data set including a unique identifier associated with an entity, a date, a time and a title of an item purchased by the entity;

generating a ~~fourth~~ master data set based on the first, second and third attributes when a portion of data associated with the first attribute matches a portion of data associated with the second attribute and third attribute;

~~assigning~~ the master data set including a plurality of potential interest elements based on a number of matches between the first, second and third attributes; and

ranking the potential interest elements in the master data set based on the number of matches between the first, second and third attributes.

2. (Original) The method of claim 1 wherein the determining when the entity selects the first service or product comprises determining whether the entity purchases the first service or product.

3. (Original) The method of claim 1 wherein the determining when the entity selects the first service or product comprises determining whether the entity submits an order for the first service or product.

4. (Previously Presented) The method of claim 1 wherein the portion of the data associated with the first attribute comprises textual data, the portion of the data associated with the second attribute comprises textual data and the portion of the data associated with the third attribute comprises textual data.

5. (Currently Amended) The method of claim 4 wherein the generating the ~~fourth~~ master data set based on the first, second and third attributes includes:

determining whether at least a portion of the textual data of the first attribute is identical to at least a portion of the textual data of the second attribute and third attribute; and,

forming the master ~~fourth~~ data set having a fourth attribute containing at least a portion of textual data from one of the first, second and third attributes.

6. – 7. (Canceled)

8. (Currently Amended) The method of claim 7 wherein a fourth network device generates the ~~fourth~~ master data set.

9. (Original) The method of claim 1 wherein the entity comprises one of a person and a group of people.

10. (Currently Amended) A system for generating data sets associated with an entity, comprising:

a first device configured to determine when the entity selects a first service or product and generating a first data set having a first attribute associated with the first service or product;

wherein the first device is a digital video recording (DVR) device, the first data set including a unique identifier associated with an entity, a date, a time and a title of a program or movie selected by the entity for recording on the DVR;

a second device configured to determine when the entity selects a second service or product and generating a second data set having a second attribute associated with the second service or product;

wherein the second device is a personal computer, the second data set including a unique identifier associated with an entity, a date, a time and a web address accessed by the personal computer;

a third device configured to determine when the entity selects a third service or product and generating a third data set having a third attribute associated with a third service or product;

wherein the third device is a store computer, the third data set including a unique identifier associated with an entity, a date, a time and a title of an item purchased by the entity; and

a fourth device configured to generate a master ~~fourth~~ data set based on the first , second and third attributes when a portion of data associated with the first attribute matches a portion of data associated with the second attribute and third attribute;

the fourth device further configured to assign a plurality of potential interest elements to the master data set ~~based~~ on a number of matches between the first, second and third attributes; and

the fourth device further configured to rank the potential interest elements in the master data set ~~based~~ on the number of matches between the first, second and third attributes.

11. (Original) The system of claim 10 wherein the first device is further configured to determine when the entity selects the first service or product by determining whether the entity purchases the first service or product.

12. (Original) The system of claim 10 wherein the first device is further configured to determine when the entity selects the first service or product by determining whether the entity submits an order for the first service or product.

13. (Previously Presented) The system of claim 10 wherein the portion of the data associated with the first attribute comprises textual data and the portion of the data associated with the second attribute and third attribute comprises textual data.

14. (Currently Amended) The system of claim 10 wherein the fourth device is further configured to generate the master ~~fourth~~ data set by determining whether at least a portion of the textual data of the first attribute is identical to at least a portion of the textual data of the second attribute and the third attribute, and forming the master ~~fourth~~ data set having a fourth attribute containing at least a portion of textual data from one of the first, second and third attributes.

15. (Original) The system of claim 10 wherein the entity comprises one of a person and a group of people.

16. – 18. (Canceled)

19. (Previously Presented) The system of claim 10 wherein the fourth device is operably associated with a grid computer network.

20. (Previously Presented) The system of claim 10 wherein the fourth device comprises a computer server communicating with the first, second and third devices.

21. (Currently Amended) A storage medium encoded with machine-readable computer program code for generating data sets associated with an entity, the storage medium including instructions for causing at least one network element to implement a method comprising:

determining when the entity selects a first service or product;

generating a first data set having a first attribute associated with the first service or product;

wherein the first data set is generated by a digital video recording (DVR) device, the first data set including a unique identifier associated with an entity, a date, a time and a title of a program or movie selected by the entity for recording on the DVR;

determining when the entity selects a second service or product;

generating a second data set having a second attribute associated with the second service or product;

wherein the second data set is generated by a personal computer, the second data set including a unique identifier associated with an entity, a date, a time and a web address accessed by the personal computer;

determining when the entity selects a third service or product;

generating a third data set having a third attribute associated with the third service or product;

wherein the third data set is generated by a store computer, the third data set including a unique identifier associated with an entity, a date, a time and a title of an item purchased by the entity;

generating a master ~~fourth~~ data set based on the first, second and third attributes when a portion of data associated with the first attribute matches a portion of data associated with the second attribute and the third attribute;

the master data set including ~~assigning~~ a plurality of potential interest elements based on a number of matches between the first, second and third attributes; and

ranking the potential interest elements in the master data set based on the number of matches between the first, second and third attributes.

22. - 25. (Canceled)